CONNECTIONS: Discover Project

- Developing the sustainable tourism offer in the Pendle Hill area
- Re-connecting people with the landscape
- Engaging businesses and volunteers and developing new visitor opportunities
• To agree on and promote the special qualities of the Forest of Bowland
• To provide consistent messages for businesses & partners to use
• To increase awareness of what the area has to offer to visitors
• To create a loyalty to this area by residents and visitors
TOURISM BUSINESS IN THE PENDLE HILL LANDSCAPE
Foodie Foray
13\textsuperscript{th} to 18\textsuperscript{th} October
Walks, Talks, Foraging & Feasts

- Celebration of local food producers and the distinctive local dishes found at the foot of our landmark hill.
- Set menus in local eateries
- Events over the 4 days – walks, foraging & talks
- Producer & Chef profiles
Treasure Trails

- Family-friendly, village based
- Traditional paper based treasure hunts to re-connect families with their heritage & landscape
- Could be linked to businesses & offers
Discover Bowland Itineraries

• Providing visitors with inspiration and offers for enjoying a short break in the Forest of Bowland
• Cover 5 areas across the AONB – ‘Secrets of Pendle Hill’
• What to do, where to explore, eat & stay
Other Opportunities

- Dark Skies Project
- Visitor Giving
- Printed visitor map
- Ambassador scheme
- General support
Thank You!

Email [hetty.byrne@lancashire.gov.uk](mailto:hetty.byrne@lancashire.gov.uk) and [cathy.hopley@lancashire.gov.uk](mailto:cathy.hopley@lancashire.gov.uk)

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